Staff Memorandum

To	Mayor A. Nuttall and Members of Council
Subject	2025 Business and Employer Data Survey Results
Date	February 4, 2026
Ward	All
From	S. Schlichter, Director of Economic Development
Executive Member Approval	S. Diemert, General Manager of Infrastructure and Growth Management
CAO Approval	M. Prowse, Chief Administrative Officer

The purpose of this memorandum is to provide members of Council with an overview of findings from the City of Barrie's 2025 Business & Employer Data Survey (BEDS).

Key highlights:

- Conducted annually by Invest Barrie, the City's Economic Development Department, BEDS captures information on Barrie's business community, employment trends, and local economic conditions.
- Based on the brick-and-mortar locations that completed the survey there was more than 64,600 workers in the city in 2025. Full-time roles accounted for 67 per cent of total employment.
- Barrie is home to a well-diversified economy; no single industry accounts for more than 19 per cent of the city's business base or total employment..
- To better understand potential local business impacts of U.S. trade disruptions, questions were added to assess how businesses are affected by the U.S. tariff environment.
- The 2025 data is now available publicly in aggregate form in an interactive, comprehensive directory that can be found through Discover Barrie's Open Data Platform.

The 2025 survey was completed between May and August 2025 through door-to-door interviews, email and phone follow-ups, and online submissions across all commercial and industrial areas of the city. A total of 4,389 businesses were visited, with 3,750 businesses responding to the survey, representing a response rate of 85.4 per cent.

This provides a strong representation of the city's traditional business landscape. However, the survey does not include self-employed individuals or home-based businesses; therefore, the data does not reflect Barrie's total number of businesses or overall employment.

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In 2025, there was a total of 64,619 surveyed employment across the city. The vast majority of this was full-time (43,263 employees), followed by part-time (18,425 employees), and seasonal work (2,931 employees).

Barrie is home to a well-diversified economy; no single industry accounts for more than 19 per cent of the city's business base or total employment.

In 2025, health care and social assistance, manufacturing, retail trade, educational services and professional, scientific and technical services represent the top five industries by full-time employment share. By number of businesses, the top five industries were retail trade, health care and social assistance, other services (except public administration), accommodation and food services, and professional, scientific and technical services.

To better understand potential local business impacts of U.S. trade disruptions, questions were added to assess how businesses are affected by the U.S. tariff environment.

The 2025 survey was conducted during a period of trade uncertainty following renewed tariff threats between Canada and the United States. In response, Invest Barrie prioritized outreach to the businesses that indicated a need for additional follow-up related to tariff impacts. Targeted communications and one-on-one engagement initiatives were launched, along with a dedicated Tariff Resources page featuring funding opportunities and practical tools to help local businesses adapt to evolving trade conditions.

The 2025 data is now available publicly in aggregate form in an interactive, comprehensive directory through Discover Barrie's Open Data Platform.

Data can be explored using the interactive directory, navigating the comprehensive list of Barrie businesses, viewing industry sectors by location and employment numbers, and through additional general statistics. A fully downloadable business directory and access to the data are available through Discover Barrie's Open Data platform.

To find out more information about the Business & Employer Data Survey initiative, or to review the 2025 Summary, visit investbarrie.ca/BEDS.

Appendix:

Appendix A – 2025 Business and Employer Data Survey Summary

Memo Author:

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File #:

Not Applicable

Pending #:

Not Applicable